

LACDMH AND STATE CREATE MULTICULTURAL PUBLIC SERVICE ANNOUNCEMENTS

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As part of Los Angeles County Department of Mental Health's (LACDMH) anti-stigma/social inclusion campaign, the Public Information Office (PIO) is pleased to announce a partnership with the California Mental Health Services Administration (CalMHSA) to create two public service announcements (PSAs) in Korean and Mandarin. Since 2004, LACDMH has been trying to reach Under Represented Ethnic Populations (UREP) to address the stigma associated with having a diagnosis of mental illness; to create open discussion and encourage those needing help to seek it early to achieve the best outcomes.

The PSAs were taped on May 28th in Arcadia and on June 3rd at the El Portal Theater in North Hollywood. The 30-second PSAs focus on reaching out and helping someone if they're experiencing symptoms of anxiety, depression, anger, frustration or having thoughts of suicide. The take-home message is to talk to someone and help others achieve their own *Hope, Wellness and Recovery*.

Actress and Comedienne Margaret Cho filmed an anti-bullying PSA in both English and Korean, encouraging those who may be bullied to be themselves and seek help if necessary. Cho has personal experience of being bullied growing up on Haight Street in San Francisco, the daughter of Korean immigrants. She also experienced body image and addiction issues after the first Asian sitcom "All American Girl" failed in 1994. In relation to her bisexuality, she has been questioned by both the gay and straight communities. Since 2009, Cho has starred in the television show "Drop Dead Diva," and just finished filming a pilot for FOX with Tina Fey and the producing team from "30 Rock." Cho is also a fashion designer, author and singer-songwriter, but is best known for her stand-up comedy routines about race and sexuality.



Emily Wu, a client advocate, completed a PSA in Mandarin and English, directed toward Mandarin-speaking communities, to deliver an anti-stigma and anti-discrimination message. Wu was born in Arkansas, the daughter of Taiwanese immigrants. She moved to San Marino in the 2nd grade and can identify the origin of her depression at that time. In the PSA, she encourages others to not “suffer in silence,” and to break the stigma attached to not talking about problems in the Asian culture. Thanks to Jennie Ko for translation assistance.

Each PSA highlights the “Each Mind Matters” campaign, a grassroots mental health movement growing across California. The campaign encourages social inclusion and seeks to combat stigma and discrimination in those diagnosed with a mental illness. For more info:

<http://www.eachmindmatters.org/>